

IDENTIFY DEIA METRICS THAT MATTER

OVERVIEW

DEIA metrics are indicators of progress toward your DEIA goals and the overall state of diversity, equity, inclusion, and access in your organization. Establishing these metrics will help you assess DEI outcomes and progress. The DEIA Metrics that Matter Quick Tool will provide guidance to craft goal-aligned metrics, identify metrics that matter to your key stakeholders, and translate DEIA metrics into a compelling story.

GOAL-ALIGNED METRICS

Measurable is one aspect of a SMART goal. It's important to tie either quantitative or qualitative measures to your DEIA goals to determine whether you are achieving the success you desire or not.



What are your DEIA goals? What are the desired outcomes? How will you measure success? What metrics are indicators of that success? Those are your goal aligned metrics.

Goals	Desired Outcomes	Success Measures

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METRICS THAT MATTER TO STAKEHOLDERS

Once you identify goal-aligned metrics, check with key stakeholders to determine which metrics matter to them. Here are some metrics to consider.

Workforce	Workplace	Supplier Diversity
Workforce Demographics Retention Rate Employee survey – Inclusion, Change, and Leadership Index Exit Interviews Data DEIA Learning Plan Progress Ethics Complaints BRG and DEIA Committee Participation, Experience, and Progress	Discrimination Claims Performance Objective Completion Development Plan Completion Diverse Talent in Succession Plans Targeted Mentoring and Coaching Program Progress Net Promoter Score Sales	Total spend on diverse suppliers by department/division/location Spend per category of diverse suppliers (e.g., minority, women, veterans, disabled, etc.) Diverse spend per sourcing category Number of new suppliers engaged by diverse category
Philanthropic	Public Policy	
Contributions to non-profit organizations that support people from marginalized communities Volunteer hours with those non-profit organizations	Legislation supported for the benefit of people from marginalized communities Employee involvement in the political process	

COMPELLING DEIA METRICS STORY

Once you determine which metrics to report, you'll want to create a metrics collection and tracking process and a dashboard. Presenting data is interesting however, without a compelling story, you may not get the response you're looking for. Here are some steps to help you formulate a DEIA Metrics Story.

- Study the data.
- Look for correlations, trends, outliers, and data that surprised you.
- Identify the target audience.
- Build a DEIA Story Arc (refer to the DEIA Story Arc graphic).
- Find/create visuals to illustrate and support the story.

